

TourMIS 2019 Speakers



Karl Wöber
MODUL University
Vienna

Karl Wöber is Full Professor and Founding President of MODUL University Vienna. He is the elected chairman of the Austrian Private University Conference. Karl acquired his PhD from the Vienna University of Economics and Business where he became Associate Professor and Deputy Department Head at the Institute for Tourism and Leisure Studies in 2000. In 1997, he was a visiting scholar at the University of Illinois at Urbana-Champaign, Department of Leisure Studies. Since 2005, he is a Visiting Senior Fellow of the School of Management at the University of Surrey (UK), and a Senior Fellow of the National Laboratory of Tourism and eCommerce at the School of Tourism and Hospitality Management at Temple University (Philadelphia, USA). His main research activities are in the fields of computer support in tourism and hospitality marketing, decision support systems, multivariate methods, and strategic planning. He is also Technical Advisor to European Cities Marketing and the European Travel Commission for many years.

Karl Wöber is the chief developer of TourMIS, which is the leading marketing information system for tourism managers in Europe. After a brief introduction of the main objectives of TourMIS, Karl will give an overview of the basic features and the latest extensions to the database. With a series of case examples he will demonstrate how you can get the most out of the system.



Bozana Zekan
MODUL University
Vienna

Bozana Zekan is an Assistant Professor at the Department of Tourism and Service Management at MODUL University Vienna. She holds a Doctor of Social and Economic Sciences (with honors) degree from the Vienna University of Economics and Business, Vienna, Austria. Her research interests are mainly within the field of destination management (e.g., key performance indicators, competitiveness, benchmarking, efficiency studies with the application of data envelopment analysis (DEA), etc.).

Bozana will present three TourMIS tools: (1) the attractions and sites database, (2) the ECM shopping barometer, and (3) website analytics. She will introduce the benefits of these tools and explain how destinations can participate in these projects.



Lidija Lalacic
MODUL University
Vienna

Lidija Lalacic is an Assistant Professor at the Department of Tourism and Service Management at MODUL University Vienna. She holds a PhD degree with distinction in business and socioeconomic sciences from MODUL University Vienna. For her PhD dissertation (a three paper design) she looked into innovation opportunities for the tourism industry enhanced by social media. Her research interests are mainly within the field of tourism & technology and service & innovation management.

Lidija will present a tool that allows tourism destinations to share and compare data on their meetings industry - the meetings industry benchmarking tool in TourMIS.



**Urška Starc-
Peceny**
Arctur

The super-computer guy and the butterfly. He with 25+ years of experience of disruption in hi-tech as CEO and owner of Arctur, the leading provider of High Performance Computing (HPC) services for Small and Medium Enterprises (SMEs), she in creation from small to the world largest collaboration ecosystems such as NASA Space Apps. HPC, Big Data, Blockchain: People, Trust, Collaboration. Together they are bringing at first sight different worlds together within the Tourism 4.0 initiative and partnership marrying hi-tech with tourism.



Tomi Ilijaš
Arctur

Arctur has been pioneering the field of research, science and the business world for over 25 years. As the leading provider of High Performance Computing (HPC) services for Small and Medium Enterprises (SMEs) has joined forces with three Slovenian universities to power the largest R&D project in the field of tourism in the history of Slovenia. In the meantime, the initiative has grown to several new projects on the national and international level (Alpine Space, Danube, Mediterranean, etc.) within the Tourism 4.0 Partnership. At the crossroad of science, art and business the partnership lives the interdisciplinary spirit and is adopting novel models of art & design thinking in developing business solutions in the tourism sector.

Presentation Title: How to create destinations where visitors and local inhabitants feel like (at) home

Outline: In the age of rapid change and technological advancement that make us actors of both, physical and digital experiences, often whether we want it or not, many of us gasp for moments, in which we just feel at ease. The quest of the Tourism 4.0 initiative is to unlock the innovation potential of advanced technologies, originating in Industry 4.0, to tackle the challenges of overtourism and boost positive tourism impact. Among others, the presenters will highlight the Collaboration Impact Model, a tool dedicated to support so called strategic thinking 4.0 focused on enhancing sustainable tourism. It enables the creation of the quick response mechanism(s) to help municipalities and cities understand their limits and strategically act to create destinations that people want to visit and live in ... because they make them feel like at home.



Federico Esper
Turismo Buenos
Aires

Federico Esper is General Director of Market Intelligence and Tourism Observatory at the Buenos Aires Tourism Board, Argentina. Under his leadership, his team is undertaking several innovative projects in market analysis and Big Data, such as the development of a Tourism Intelligence System. Federico worked for more than 6 years at the World Tourism Organization (UNWTO), where he participated in sustainable tourism projects and strategies along with governments and companies. Federico has been international speaker at conferences in Spain, USA and Latin America, and is currently university professor in post-graduate courses. He is also Director of the *Master's Degree in Tourism* in the Universidad de San Martín (Argentina) and *Member of the UNWTO Panel of Tourism Experts*.

Presentation Title: Big data driven decisions and innovation in tourism policy in Buenos Aires

Outline: Federico's presentation will be about the development of the Tourism Intelligence System of Buenos Aires, which is a innovative tool for public managers, entrepreneurs, stakeholders of the private sector and academia comprising Big Data techniques in order to contribute for decision-making process in tourism policy and businesses as well as for new data for research projects.



Ricardo Millet
Turismo Valencia

Ricardo Millet is Director of Intelligence and Strategy at Turismo Valencia. He has worked in the foundation since 2006 and is currently in charge of planning, analysis, IT systems, management control, and quality standards. Previously, he held the post of analyst and following this, head of analysis and management control. Ricardo holds a degree in economics from the University of Valencia and a master's in finance from the Centre of Financial Studies - CEF.



Olivier Ponti
ForwardKeys

Olivier Ponti is one of Europe's most eloquent proponents of research in travel and destination marketing. He joined ForwardKeys in the summer of 2018 as Vice President Insights with a mission to translate and interpret ForwardKeys' considerable data in a way that brings travel trends to life, forecasts future travel patterns, reveals the impact of events on travel and provides deep insights into the travellers of tomorrow. Olivier was educated at Sciences-Po in Paris where he gained a Master's Degree in Economics, and at the Sorbonne University where he gained a Master's Degree in Tourism Development. His connection to academia continues, as he teaches Market Intelligence at the Sorbonne.

Presentation Title: A public-private partnership to make the tourism governance strategy come true

Outline: Sustained tourism growth requires good planning and efficient governance strategies. However, for these strategies to work, they need to be embraced both by the public and the private sectors at a destination level. This is the reasoning at the heart of Turismo Valencia's strategic plan, a document based on a highly participative public-private model of governance aimed at growing more in employment and profitability than in number of visitors. A crucial part of the strategy is to give the tourism sector as a whole the means to plan ahead, take decisions that match the strategic choices, and evaluate the impact of these decisions. Hence the necessity to empower the tourist sector with an innovative intelligence tool: the SIT. Ricardo will present the overall strategy and show how the TIS has been supporting its implementation since the launch of the intelligence system in April 2019. Olivier will explain how the air travel data included in the SIT help its users make better decisions.



Stefan Seer
AIT Austrian Insti-
tute of Technology

Stefan Seer is Senior Scientist at the AIT Austrian Institute of Technology in Vienna, where he leads the "Integrated Mobility Systems" research group - an interdisciplinary team of 10 engineers, computer scientists, mathematicians, transport and urban planners. Stefan and his team focus on enhancing the reliability of transport systems, thus making traveling more efficient, safe and comfortable while improving its sustainability. He is also Research Affiliate with the SENSEable City Lab at the Massachusetts Institute of Technology (MIT).

Driven by the question how technology can be employed to improve our urban public space he is interested in sensing systems, data mining and models for simulating and predicting human mobility. Stefan has over a decade of experience in managing complex projects with a diverse set of internal and external stakeholders from academia, the public and private-sector across continents. He has successfully transformed research results of his team into consultancy services and implemented large-scale solutions. These have been used in a wide range of applications, such as crowd simulations to analyze complex pedestrian flows, computer-aided crowd control systems and virtual reality technologies to evaluate wayfinding systems.

He has a Ph.D. in Computer Science from Vienna University of Technology with a dissertation on "A Unified Framework for Evaluating Microscopic Pedestrian Simulation Models", as well as a Master's Degree in Electronics Engineering focusing on Computer Science and Systems Technology, and Audio- and Video Engineering. Stefan has co-authored numerous publications in high-ranked journals and is a frequent speaker at international conferences and invited lectures.

Presentation Title: An Iterative Approach to Manage Human Mobility

Outline: The advancements in data-driven approaches for modeling, analysis, and decision-making help us to better understand human mobility behavior, thus improving the way we live, work, travel, and interact with each other. More importantly than blindly collecting increasing amounts of data, however, is a clear road map that defines and prioritizes problems and from that identifies required methodologies, expertise and data input. This talk discusses the importance of target-oriented data collection processes for the planning and management of mobility systems and demonstrates the successful application of an iterative approach following the "Sense-Plan-Act-Paradigm" in several use cases.



Sérgio Guerreiro
Turismo de Portugal

Sérgio Guerreiro holds a degree in Economics, an MSc in Public Management and Administration from Univ. of Lisbon and a PhD from Univ. of Lisbon. He has over 20 years of experience in the field of tourism, working as a policy analyst and Director at Turismo de Portugal. Currently, he is in charge of statistics, business intelligence, entrepreneurship and innovation. He also represents Portugal at several working groups at UNWTO, OECD and European Travel Commission. He is currently Chairman of the OECD Tourism Committee and Chairman of the European Travel Commission's Market Intelligence Group. He is currently visiting lecturer at ISCTE-IUL, Nova-IMS and Universidade Europeia (Lisbon), teaching in the areas of International Tourism Management, Market Trends, Innovation and Product Development and Smart Tourism.

Presentation Title: Using mobile and geodata to support crisis management

Outline: Crisis management is a new challenge for DMOs. This presentation describes the use of new data sources (mobile and geo) to anticipate and manage the fuel crisis in Portugal.

Mariken van den Boogaard leads the positioning of the Amsterdam Area as an international business region to attract corporations, startups, social enterprises and talent to the region. Building Amsterdam's reputation as an international hub of industry and innovation is essential for talent development and creating employment opportunities. As a connector, she is equipped with an analytical mind and the know-how to translate complex challenges into concrete campaigns. Mariken knows how to get things done, and can pass on her effective strategies to you and your company.



**Mariken van den
Boogaard**
Amsterdam &
Partners

Presentation Title: How to deal with tourists causing nuisance in a liberal city where everyone is welcome

Outline: In June 2018 amsterdam&partners launched a brand new campaign, Enjoy & Respect, generating worldwide attention. With 19 million visitors per year Amsterdam is a massive magnet for visitors from all over the world. The majority of visitors visit Amsterdam for its beautiful canals, its world renowned museums and its tolerant and open-minded vibe and citizens. A small minority of visitors though, can cause nuisance during their visit. The message of the campaign, which is focusing on young Dutch and British males aged 18-34, is that offensive behavior will not be tolerated in Amsterdam and they risk the chance of being fined if doing so. The Enjoy & Respect campaign aims to inform the target group of the consequences of this kind of behavior, and raise awareness of what is allowed and – more importantly – what is not allowed in Amsterdam. The campaign was initiated by amsterdam&partners, and developed in collaboration with Amsterdam city council, The UK Embassy, Police, law enforcers and other cultural and touristic stakeholders. During the session we will show more details of the situation in Amsterdam, present the set-up of the campaign and finally present the latest results, learnings and developments.



Fernando Dal Re
Transparent

Fernando Dal Re is an experienced business developer and a serial entrepreneur. At Transparent, he is the VP of Marketing and leads the firm's DMO practice. Fernando has lead Transparent's projects with the National Tourist Offices of Spain, France, Germany, Finland, and Cyprus and the Destination Marketing Organizations of Hawaii, Madrid and Benidorm. Fernando has a Bachelor's Degree in Business Administration from ICADE in Madrid, with a specialization in Finance.

Presentation Title: Short-term rentals in Europe: How data can anticipate an exceptional influx of tourists and help you manage your destination by preparing in advance?

Outline: Short-term rentals are on the rise around the world. In Europe, they represent already one out of every four euros spent in lodging. Despite the growth, the sector is very opaque, and the main agents are unwilling to share data. In this presentation, Fernando will explain how Transparent is helping destinations monitor the short-term rental accommodation market, learn insights about the growing number of travelers making use of it, and how can destinations receive data in advance in order to manage their destinations ahead of exceptional influxes of tourists.



Goran Pavlović
Opatija Tourist
Board

Goran Pavlović is working as a Convention Bureau Manager for Opatija Tourist Board for 11 years. Apart from tasks related to promotion of Opatija as a convention destination, he also coordinates and administrates tourism statistics for TourMIS and works on analytical reports from eVisitor system. Goran worked previously in different hotel companies in Opatija and has 18 years of experience in tourism industry.

Presentation title: Skyrocketing density – good, bad or just a number?

Outline: Since density index has been introduced in the ECM Benchmarking Report, Opatija was leading the table with roof breaking index. This presentation will show what are the reasons for such high index, does it influence the citizens and if this index is sign of overtourism.



Jan Konečnik
Ljubljana Tourism

Jan Konečnik is the head of tourism development department at the Ljubljana Tourism. His area of work covers development of tourism products, tourism infrastructure, gastronomy, analytics, regional cooperation and strategic planning. In his free time he is a traveler and enjoys outdoor activities.

Presentation title: We think Futourism

Outline: Pedestrian zones, green supply chains, public bikes and clean tap water. Ljubljana sets a good example how sustainable city development works for the residents and for the visitors.